

## PHASES

1

DISCOVERY



**I have a challenge.**  
*How do I approach it?*

2

INTERPRETATION



**I learned something.**  
*How do I interpret it?*

3

IDEATION



**I see an opportunity.**  
*What do I create?*

4

PROTOTYPING



**I have an idea.**  
*How do I build it?*

5

REFINEMENT



**I tried something new.**  
*How do I evolve?*

## STEPS

1-1 Understand  
the Challenge

1-2 Research

1-3 Gather Inspiration

2-1 Capture your Learning

2-2 Search for Meaning

2-3 Frame Opportunity

3-1 Generate Ideas

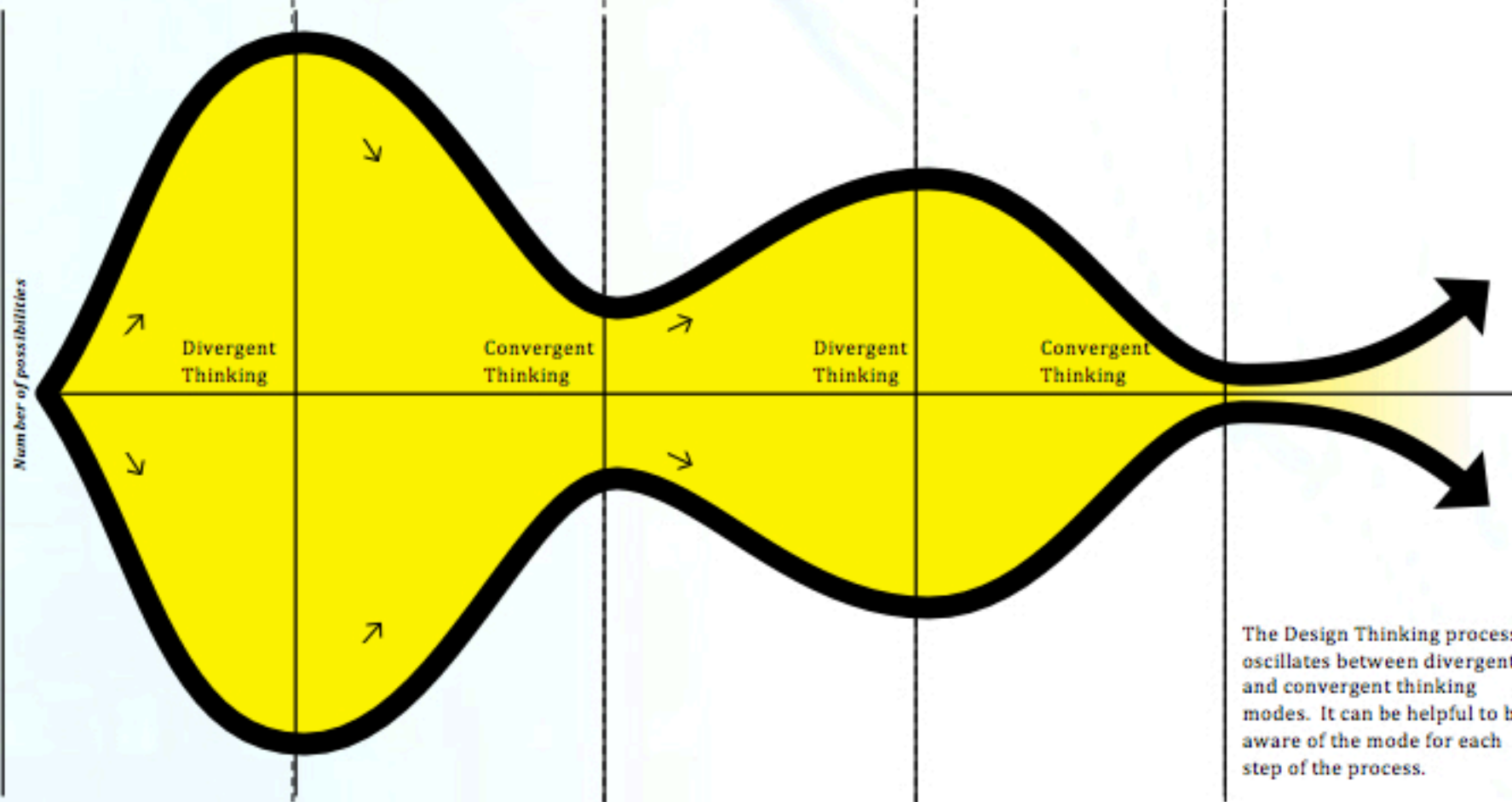
3-2 Refine Ideas

4-1 Build Prototypes

4-2 Get Feedback

5-1 Track Learning

5-2 Move Forward



The Design Thinking process oscillates between divergent and convergent thinking modes. It can be helpful to be aware of the mode for each step of the process.